

## Curriculum Crosswalk Template

**Course: 0700**

**Subject Matter Expert (SME) Name: Marketing Education Lab**

**Date: 01-16-03**

**Program Area: Marketing Education**

**The student will:**

<b>Present Tense/Action Verb</b>	<b>Adjective</b>	<b>Object (limit to one object)</b>	<b>Method of Evaluation/Assessment</b>	<b>Idaho State Achievement Standard</b>	<b>National Standard</b>
Demonstrate	techniques in	safety	Use proper techniques when operating store equipment		
Develop	oral	communication skills	One on one interaction with customers		
Develop	gender free	attitudes	Incorporate job rotation		
Exhibit	ethical	behavior	Show by proper handling of money and product		
Develop	human	relation skills	Require all students to work with someone new		
Exhibit	workplace	behavior	Observe student in lab using appropriate behavior		
Develop	skills in	time management	Record time-sheets for punctuality		

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Exercise	routine	purchasing	Monitor purchases in the amount of goods and price		
Demonstrate	customer	workplace relations	Observe business relationship for all interactions concerning store		
Exhibit	appropriate personal	responsibility	Observation of appearance, positive attitude, enthusiasm, initiative, and behavior		
Demonstrate	self-control with	difficult customers	Feedback from customers and observation of interaction		
Analyze	self-understanding and self-esteem in the	motivation of employees	Observe relationships of managers/employees		
Examine	consumer	protection provisions	List government regulatians related to retail selling		
Perform	basic	math skills	Calculation of sales, prices and products		

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Calculate	gross	sales	Correct calculation of daily, monthly sales		
Perform	sales	transaction	Proper cash register keystrokes and handling of money.		
Calculate	sales	discounts	Correct calculation of discount		
Calculate	net	sales	Correct calculations of daily, monthly sales		
Calculate	sales	tax	Correct calculations of sales tax for daily sales and deposits		
Categorize	sales	transactions	Divide sales into register departments		
Close	cash	drawer	Reconcile daily tills and replenish with appropriate change fund		
Correct	cash register	errors	Use appropriate register keystrokes to fix error		
Create	visual	merchandising	Create visual displays		

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Choose	most effective	channels of distribution	Compare shipping and handling charges, delivery, and terms.		
Decide	proper	inventory levels	Monitor sales of individual products		
Identify	factors affecting	selling price	Compare economic system and competition		
Calculate	shipping costs using	shipping terms	Provide example of various terms		
Analyze	psychological effects of pricing in	consumer's buying behavior	List characteristics of customers, demographics, psyographics.		
Outline	effective	security precautions	List control area for money and products		
Identify	methods of	shoplifting	Provide examples of ways to steal		
Define	procedures used in	purchasing	Develop a routine for the purchasing process		
Analyze	appropriate	product selection	Review product list on daily, weekly basis		

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